

# Marketing and Branding Material Creation



Project Title	Marketing and Branding Material Creation
Project Summary	Design aesthetically pleasing and effective marketing and branding materials to promote and enhance customer service efforts for the Policy and Planning Division!
Country	United States
Agency	Department of State
DoS Office	DS/MGT/PPD
Post	N/A
Section	N/A
Number of Interns	1

## Project Description

As the Policy and Planning Division within the Bureau of Diplomatic Security leans towards being a more customer service driven organization, the need for marketing and branding products and materials continues to increase. The virtual intern will work with staff members to design non-SBU marketing material such as presentations, pamphlets, one-pagers, logo designs and/or other marketing materials. Some of the big marketing initiatives/services include program evaluations, improvement planning workshops (a method to identify program gaps and develop mitigation strategies to address gaps), performance management training, the strategic plan for the bureau, and process mapping. The marketing materials will be used broadly across the entire Bureau to inform stakeholders and help market services provided.

## Desired Skills Interests

### Skill

Adobe Photoshop

Graphic design

Marketing

Microsoft Excel

Adobe Indesign

creativity  
microsoft word  
prezi  
Microsoft PowerPoint

## **Additional Information**

The ideal candidate should have a marketing and/or graphic design background. Creativity is a must! The ideal candidate should also have skills in and have access to design software like or similar to:

- InDesign
- Photoshop
- Prezi

The candidate must have access to a telephone with long distance dialing capability, email access, and Skype. In addition to having access to the types of design software listed above, the candidate should have access to a computer with Microsoft Office (including Word, PowerPoint, Visio, and Excel).

## **Language Requirements**

*None*